

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/895,525	TENORIO, MANOEL
	Examiner SUSAN Y. CHEN	Art Unit 2161

*-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--*

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTO-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to amendment filed on 07/15/2009.

2.  The allowed claim(s) is/are 1-18,20-29,31-33 and 35-37.

3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)  All    b)  Some\*    c)  None    of the:

1.  Certified copies of the priority documents have been received.

2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.

3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.

(a)  including changes required by the Notice of Draftperson's Patent Drawing Review ( PTO-948) attached  
1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.

(b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of  
Paper No./Mail Date \_\_\_\_\_.

**Identifying Indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**

6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

- Notice of References Cited (PTO-892)
- Notice of Draftperson's Patent Drawing Review ( PTO-948)
- Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
- Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
- Notice of Informal Patent Application
- Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
- Examiner's Amendment/Comment
- Examiner's Statement of Reasons for Allowance
- Other \_\_\_\_\_.

/Apu M Mofiz/  
Supervisory Patent Examiner, Art Unit 2161

***Response to Amendment***

This office action is in response to the amendment filed on July 15, 2009.

Claims 1-37 are pending for examination.

***Telephone Interview***

To expedite the processing of instant application, a telephone interview has been conducted between applicant's representative (Steven J. Laureanti) and the examiner (Susan Chen). During the interview applicant's representative argued that the prior art on record failed to disclose the claimed product schema accessing processing. The examiner indicated that the instant application has non-statutory double patenting issues against the U.S. Patent No. 7,412,404 and 7,555,447. In addition, the examiner suggested applicant's representative to amend the claims: 1) cancel duplicated claims 19 and 34; 2) incorporate the limitations of claim 8 as argued by the representative into each one of the independent claims for reflecting the novelty of the instant invention. Applicant representative indicated that he will file the terminal disclaims to obviate the double patenting problems cited above and authorized the examiner to make examiner amendment listed as following.

***Terminal Disclaimer***

The terminal disclaimer filed on November 19, 2009 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of U.S. Patent No. 7,412,404 and 7,555,447 has been reviewed and is accepted and approved. The terminal disclaimer has been recorded.

**EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Steven J. Laureanti on November 17, 2009.

**Amendment:**

To the Application received on 07/15/2009 please modify the following:

**IN THE CLAIMS:**

1. (Currently Amended) A computer-implemented system for categorizing product data in an electronic commerce transaction, the system comprising:  
a global content directory server coupled with one or more seller databases over a network, the global content directory server comprising:

a storage medium stored therein a data association module configured to:

access a first product classification schema, the first schema

comprising:

a taxonomy comprising a hierarchy of classes categorizing  
one or more products; and

ontology[[ies]] associated with one or more of the classes,  
each ontology[[ies]] comprising one or more product attributes,  
wherein each of the one or more products is associated with a  
global unique identifier;

access target data associated with the first schema, the target data  
organized according to a second product classification schema;

determine one or more classes of the first schema with which at  
least a portion of the target data is associated based on a comparison between  
the target data and the product attributes of the ontology[[ies]] of the first schema  
or between the target data and values for one or more of the product attributes of  
the ontology[[ies]] of the first schema, wherein, determining one or more classes  
of the first schema with which the at least a portion of the target data is  
associated comprises using statistical correlation techniques to identify portions  
of the target data including values that correspond to values for a product  
attribute included in the ontology of these one or more classes of the first  
schema;

associate the at least a portion of the target data with one or more classes of the first schema in response to determining, based on the comparison, the one or more classes of the first schema with which the at least a portion of the target data is associated; and

store the values for one or more of the product attributes of the ontology[[ies]] of the first schema with which the target data is compared in the one or more seller databases.

2. (Currently Amended) The system of Claim 1, wherein determining one or more classes of the first schema with which the at least a portion of the target data is associated further comprises comprising identifying a portion of the target data including the name or an equivalent name of a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

3. (Currently Amended) The system of Claim 1, wherein determining one or more classes of the first schema with which the at least a portion of the target data is associated further comprises comprising identifying a portion of the target data including values that match or are similar to values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

4. (Currently Amended) The system of Claim 1, wherein determining one or more classes of the first schema with which the at least a portion of the target data is

~~associated further comprises comprising~~ identifying a portion of the target data including a range of values that matches or is similar to a range of values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

5. (Currently Amended) The system of Claim 1, wherein determining one or more classes of the first schema with which the at least a portion of the target data is ~~associated further comprises comprising~~ identifying a portion of the target data including symbols that match or are similar to symbols associated with values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

6. (Currently Amended) The system of Claim 1, wherein determining one or more classes of the first schema with which the at least a portion of the target data is ~~associated further comprises comprising~~ identifying a portion of the target data having formatting that matches or is similar to formatting of values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

7. (Currently Amended) The system of Claim 1, wherein determining one or more classes of the first schema with which the at least a portion of the target data is ~~associated further comprises comprising~~ using vector space analysis to identify multiple portions of the target data including values that correspond to values for multiple

product attributes included in the ontology[[ies]] of these one or more classes of the first schema.

8. (Canceled)

9. (Previously Presented) The system of Claim 1, wherein the values in the seller databases identified by one or more pointers associated with one or more classes of the first schema.

10. (Previously Presented) The system of Claim 1, wherein associating the at least a portion of the target data with one or more classes of the first schema comprises associating one or more pointers to the target data with the one or more classes of the first schema.

11. (Currently Amended) The system of Claim 1, wherein associating the at least a portion of the target data with one or more classes of the first schema comprises associating one or more pointers to specific portions of the target data with one or more product attributes included in the ontology[[ies]] of the one or more classes of the first schema.

12. (Currently Amended) A computer-implemented method for categorizing product data in an electronic commerce transaction, the method comprising:

accessing, by a global content directory server, a first product classification schema, the first schema comprising a taxonomy comprising a hierarchy of classes categorizing one or more products, the first schema further comprising ontology[[ies]] associated with one or more of the classes, each ontology[[ies]] comprising one or more product attributes, wherein each of the one or more products is associated with a global unique identifier;

accessing, by the server, target data associated with the first schema, the target data organized according to a second product classification schema;

determining, by the server, one or more classes of the first schema with which at least a portion of the target data is associated based on a comparison between the target data and the product attributes of the ontology[[ies]] of the first schema or between the target data and values for one or more of the product attributes of the ontologies of the first schema, wherein, determining one or more classes of the first schema with which the at least a portion of the target data is associated comprises using statistical correlation techniques to identify portions of the target data including values that correspond to values for a product attribute included in the ontology of these one or more classes of the first schema;

associating, by the server, the at least a portion of the target data with one or more classes of the first schema in response to determining, based on the comparison, the one or more classes of the first schema with which the at least a portion of the target data is associated; and

storing, by the server, the values for one or more of the product attributes of the ontologies of the first schema with which the target data is compared in one or more seller databases.

13. (Currently Amended) The method of Claim 12, wherein determining one or more classes of the first schema with which the at least a portion of the target data is associated further comprises comprising identifying a portion of the target data including the name or an equivalent name of a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

14. (Currently Amended) The method of Claim 12, wherein determining one or more classes of the first schema with which the at least a portion of the target data is associated further comprises comprising identifying a portion of the target data including values that match or are similar to values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

15. (Currently Amended) The method of Claim 12, wherein determining one or more classes of the first schema with which the at least a portion of the target data is associated further comprises comprising identifying a portion of the target data including a range of values that matches or is similar to a range of values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

16. (Currently Amended) The method of Claim 12, wherein determining one or more classes of the first schema with which the at least a portion of the target data is associated further comprises comprising identifying a portion of the target data including symbols that match or are similar to symbols associated with values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.
- 17 (Currently Amended) The method of Claim 12, wherein determining one or more classes of the first schema with which the at least a portion of the target data is associated further comprises comprising identifying a portion of the target data having formatting that matches or is similar to formatting of values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.
18. (Currently Amended) The method of Claim 12, wherein determining one or more classes of the first schema with which the at least a portion of the target data is associated further comprises comprising using vector space analysis to identify multiple portions of the target data including values that correspond to values for multiple product attributes included in the ontology[[ies]] of these one or more classes of the first schema.
19. (Canceled)

20. (Previously Presented) The method of Claim 12, wherein the values in the seller databases identified by one or more pointers associated with one or more classes of the first schema.
21. (Previously Presented) The method of Claim 12, wherein associating the at least a portion of the target data with one or more classes of the first schema comprises associating one or more pointers to the target data with the one or more classes of the first schema
22. (Currently Amended) The method of Claim 12, wherein associating the at least a portion of the target data with one or more classes of the first schema comprises associating one or more pointers to specific portions of the target data with one or more product attributes included in the ontology[[ies]] of the one or more classes of the first schema.
23. (Currently Amended) Software for categorizing product data in an electronic commerce transaction, the software embodied in a computer-readable storage medium and when executed using one or more computers is configured to:  
access a first product classification schema, the first schema comprising a taxonomy comprising representing a hierarchy of classes categorizing one or more products, the first schema further comprising ontology[[ies]] associated with one or more of the classes, each ontology[[ies]] comprising one or more product attributes, wherein

each of the one or more products is associated with a global unique identifier and provided by a global content directory server;

access target data to be associated with the first schema, the target data organized according to a second product classification schema;

determine one or more classes of the first schema with which at least a portion of the target data is associated based on a comparison between the target data and the product attributes of the ontology[[ies]] of the first schema or between the target data and values for one or more of the product attributes of the ontology[[ies]] of the first schema, wherein, determining one or more classes of the first schema with which the at least a portion of the target data is associated comprises using statistical correlation techniques to identify portions of the target data including values that correspond to values for a product attribute included in the ontology of these one or more classes of the first schema;

associate the at least a portion of the target data with one or more classes of the first schema in response to determining, based on the comparison, the one or more classes of the first schema with which the at least a portion of the target data is associated; and

store the values for one or more of the product attributes of the ontology[[ies]] of the first schema with which the target data is compared in one or more seller databases.

24. (Currently Amended) The software of Claim 23, wherein determining one or more classes of the first schema with which the at least a portion of the target data is

~~associated further comprises comprising~~ identifying a portion of the target data including the name or an equivalent name of a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

25. (Currently Amended) The software of Claim 23, wherein determining one or more classes of the first schema with which the at least a portion of the target data is ~~associated further comprises comprising~~ identifying a portion of the target data including values that match or are similar to values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

26. (Currently Amended) The software of Claim 23, wherein determining one or more classes of the first schema with which the at least a portion of the target data is ~~associated further comprises comprising~~ identifying a portion of the target data including a range of values that matches or is similar to a range of values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

27. (Currently Amended) The software of Claim 23, wherein determining one or more classes of the first schema with which the at least a portion of the target data is ~~associated further comprises comprising~~ identifying a portion of the target data including symbols that match or are similar to symbols associated with values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

28. (Currently Amended) The software of Claim 23, wherein determining one or more classes of the first schema with which the at least a portion of the target data is ~~associated further comprises comprising~~ identifying a portion of the target data having formatting that matches or is similar to formatting of values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema.

29. (Currently Amended) The software of Claim 23, wherein determining one or more classes of the first schema with which the at least a portion of the target data is ~~associated further comprises comprising~~ using vector space analysis to identify multiple portions of the target data including values that correspond to values for multiple product attributes included in the ontology[[ies]] of these one or more classes of the first schema.

30. (Canceled)

31. (Previously Presented) The software of Claim 23, wherein the values in the seller databases identified by one or more pointers associated with one or more classes of the first schema.

32. (Previously Presented) The software of Claim 23, wherein associating the at least a portion of the target data with one or more classes of the first schema comprises

associating one or more pointers to the target data with the one or more classes of the first schema

33. (Currently Amended) The software of Claim 23, wherein associating the at least a portion of the target data with one or more classes of the first schema comprises associating one or more pointers to specific portions of the target data with one or more product attributes included in the ontology[[ies]] of the one or more classes of the first schema.

34. (Canceled)

35. (Currently Amended) A computer-implemented system for categorizing product data in an electronic commerce transaction, the system comprising:

    a global content directory server coupled with one or more seller databases over a network, the global content directory server comprising:

        a storage medium stored therein a data association module configured to:

            access a first product classification schema, the first schema comprising a taxonomy comprising a hierarchy of classes categorizing one or more products, the first schema further comprising ontology[[ies]] associated with one or more of the classes, each ontology[[ies]] comprising one or more product attributes, wherein each of the one or more products is associated with a global unique identifier;

access target data [[to be]] associated with the first schema, the target data organized according to a second product classification schema; determine one or more classes of the first schema with which at least a portion of the target data is associated based on a comparison between the target data and the product attributes of the ontology[[ies]] of the first schema or between the target data and values for one or more of the product attributes of the ontology[[ies]] of the first schema, determining one or more classes of the first schema with which the at least a portion of the target data is associated comprises using statistical correlation techniques to identify portions of the target data including values that correspond to values for a product attribute included in the ontology of these one or more classes of the first schema; associate the at least a portion of the target data with one or more classes of the first schema in response to determining, based on the automatic comparison, the one or more classes of the first schema with which the at least a portion of the target data is associated, the target data associated with the classes of the first schema using one or more pointers to the target data; and store the values for one or more of the product attributes of the ontology[[ies]] of the first schema with which the target data is compared in the one or more seller databases.

36. (Currently Amended) A computer-implemented method for categorizing product data in an electronic commerce transaction, the method comprising:  
accessing, by a global content directory server, a first product classification schema, the first schema comprising a taxonomy comprising a hierarchy of classes categorizing one or more products, the first schema further comprising ontology[[ies]] associated with one or more of the classes, each ontology[[ies]] comprising one or more product attributes, wherein each of the one or more products is associated with a global unique identifier;  
accessing, by the server, target data associated with the first schema, the target data organized according to a second product classification schema;  
determining, by the server, one or more classes of the first schema with which at least a portion of the target data is associated based on a comparison between the target data and the product attributes of the ontology[[ies]] of the first schema or between the target data and values for one or more of the product attributes of the ontology[[ies]] of the first schema, wherein, determining one or more classes of the first schema with which the at least a portion of the target data is associated comprises using statistical correlation techniques to identify portions of the target data including values that correspond to values for a product attribute included in the ontology[[ies]] of these one or more classes of the first schema;  
associating, by the server, the at least a portion of the target data with one or more classes of the first schema in response to determining, based on the comparison, the one or more classes of the first schema with which the at least a portion of the target

data is associated, the target data associated with the classes of the first schema using one or more pointers to the target data; and

storing, by the server, the values for one or more of the product attributes of the ontology[[ies]] of the first schema with which the target data is compared in one or more seller databases.

37. (Currently Amended) Software for categorizing product data in an electronic commerce transaction, the software embodied in a computer-readable storage medium and when executed using one or more computers is configured to:

access a first product classification schema, the first schema comprising a taxonomy comprising a hierarchy of classes categorizing one or more products, the first schema further comprising ontology[[ies]] associated with one or more of the classes, each ontology[[ies]] comprising one or more product attributes, wherein each of the one or more products is associated with a global unique identifier [and] provided by a global content directory server;

access target data [[to be]] associated with the first schema, the target data organized according to a second product classification schema; determine one or more classes of the first schema with which at least a portion of the target data is associated based on a comparison between the target data and the product attributes of the ontology[[ies]] of the first schema or between the target data and values for one or more of the product attributes of the ontology[[ies]] of the first schema, wherein, determining one or more classes of the first schema with which the at

least a portion of the target data is associated comprises using statistical correlation techniques to identify portions of the target data including values that correspond to values for a product attribute included in the ontology of these one or more classes of the first schema;

associate the at least a portion of the target data with one or more classes of the first schema in response to determining, based on the comparison, the one or more classes of the first schema with which at the least a portion of the target data is associated, the target data associated with the classes of the first schema using one or more pointers to the target data; and

store the values for one or more of the product attributes of the ontology[[ies]] of the first schema with which the target data is compared in one or more seller databases.

#### ***Allowable Subject Matter***

Claims 1-9, 10-18, 20-29, 31-33 and 35-37 are allowed.

The following is an examiner's statement of reasons for allowance:

Claims 1, 12, 23 and 35-36 are allowable because the prior art on record or that encountered in searching for the invention, fails to disclose or suggest the features of instant invention – “a categorizing product schema accessing processing that uses the claimed global content directory server to categorizing product data for determining a hierarchy of classes associated with the claimed global unique identifier over statistical

correlation techniques which identify portions of the target data including values that correspond to values for a product attribute in the ontology tree of these one or more classes of the claimed first schema" in a combination as claimed by applicant.

Claims 2-9, 10-11, 13-18, 20-22, 24-29 and 31-33, depend on claims 1, 12 and 23 respectively, hence, are allowable.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SUSAN Y. CHEN whose telephone number is (571)272-4016. The examiner can normally be reached on Monday - Friday from 7:00-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mofiz Apu can be reached on 571-272-4080. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Susan Y Chen  
Examiner  
Art Unit 2161

November 25, 2009

/Apu M Mofiz/  
Supervisory Patent Examiner, Art Unit 2161